

## Do I Really Need a Cover Letter?

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"The answer is a resounding **"yes!"** . . . It is an important tool that, at the very least, informs a hiring manager who you are and why you are sending your résumé. At best, it is an effective selling tool that will make a hiring manager *want* to read your résumé and pick up the phone to schedule an interview."

"It should sell your best qualities in a brief manner . . . Think of your cover letter as a **movie trailer or teaser**. Show your audience some of the most exciting and enticing things that you have to offer, and make your reader want to see the whole picture."

See sample cover letters to view **three popular layouts**: paragraph style, bulleted lists, and the two columns "T" layout, also known as the executive layout.

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